

EC'd Yes    Last Received: 09/05/2012 10:13 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) MAJORITY PAC  
Product SENATE MAJORITY PAC  
Estimate#  
Buyer SPENCER WOOD  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 29,700  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	Buyline Comment: EARLY AM NEWS	:30	\$700.00	10/23-10/26	2	1	2	\$1,400.00	
	2	M	5A-6A	Buyline Comment: EARLY AM NEWS	:30	\$700.00	10/29-10/29	1	1	1	\$700.00	
	3	TU-F	6A-7A	Buyline Comment: AM NEWS	:30	\$2,000.00	10/23-10/26	1	1	1	\$2,000.00	
	4	M	6A-7A	Buyline Comment: AM NEWS	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	5	TU-F	7A-9A	Buyline Comment: TODAY SHOW	:30	\$2,000.00	10/23-10/26	1	1	1	\$2,000.00	
	6	M	7A-9A	Buyline Comment: TODAY SHOW	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	7	SA	7A-8A	Buyline Comment: SATURDAY AM NEWS	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	
	8	SU	7A-8A	Buyline Comment: SUNDAY AM NEWS	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	

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Buyer SPENCER WOOD	Flight Dates 10/23/2012 - 10/29/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	SU	8A-9A	BUYLINE Comment: SUNDAY TODAY SHOW	:30	\$1,200.00	10/28-10/28	1	1	1	\$1,200.00	
	10	TU-F	9A-10A	BUYLINE Comment: TODAY SHOW 2	:30	\$500.00	10/23-10/26	2	1	2	\$1,000.00	
	11	M	9A-10A	BUYLINE Comment: TODAY SHOW 2	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
	12	TU-F	10A-11A	BUYLINE Comment: TODAY SHOW 3	:30	\$400.00	10/23-10/26	2	1	2	\$800.00	
	13	M	10A-11A	BUYLINE Comment: TODAY SHOW 3	:30	\$400.00	10/29-10/29	1	1	1	\$400.00	
	14	TU-F	12P-1P	BUYLINE Comment: NOON NEWS	:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
	15	M	12P-1P	BUYLINE Comment: NOON NEWS	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
	16	TU-F	530P-6P	BUYLINE Comment: 530P NEWS	:30	\$1,500.00	10/23-10/26	1	1	1	\$1,500.00	
	17	TU-F	6P-630P	BUYLINE Comment: 6P NEWS	:30	\$2,000.00	10/23-10/26	2	1	2	\$4,000.00	
	18	M	6P-630P	BUYLINE Comment: 6P NEWS	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	19	SU	6P-7P	BUYLINE Comment: SUNDAY 6P NEWS	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	



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Fax#		

---COMPETITIVE COMMENTS---  
COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE